

FIG. 1A

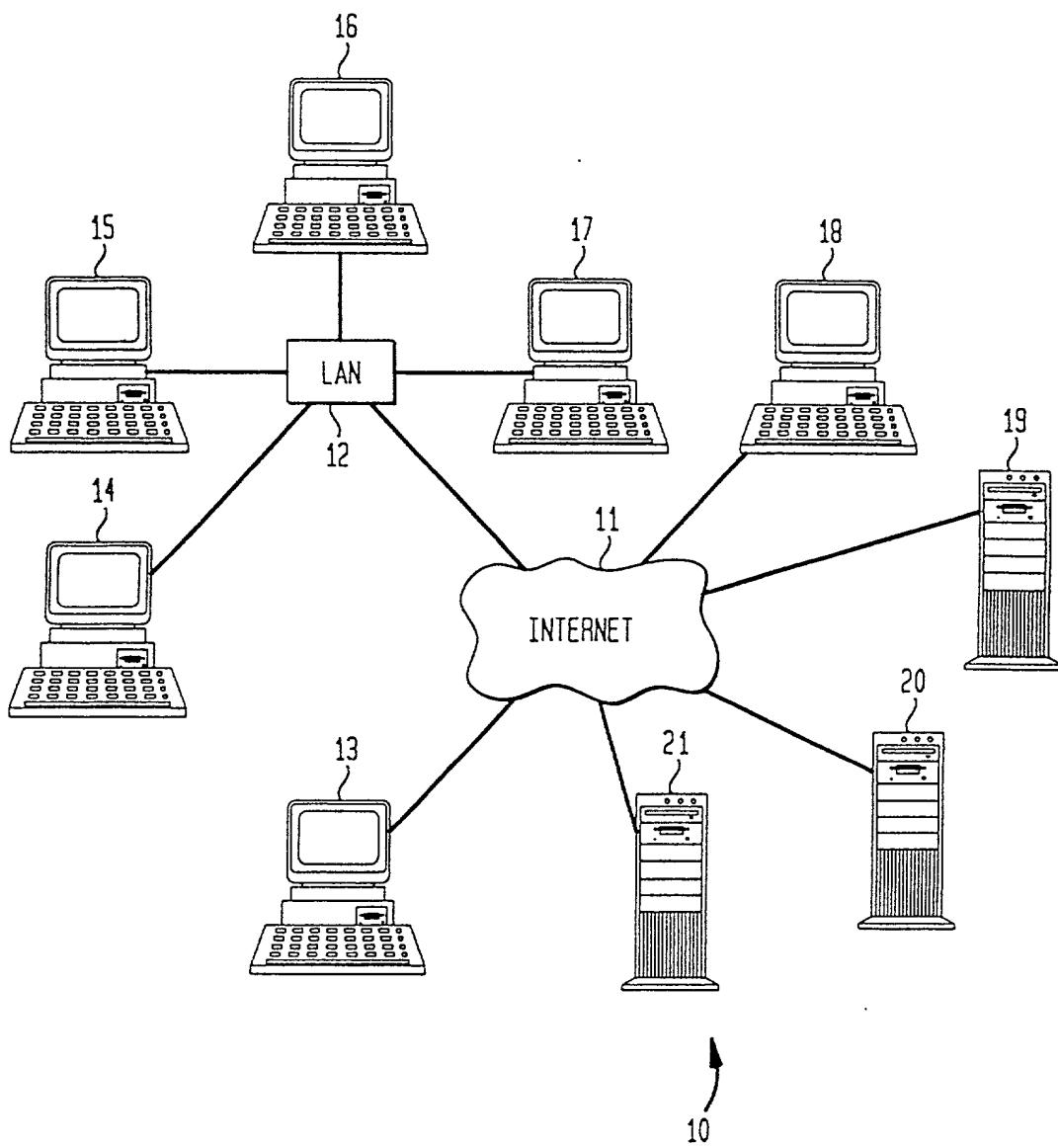


FIG. 1B

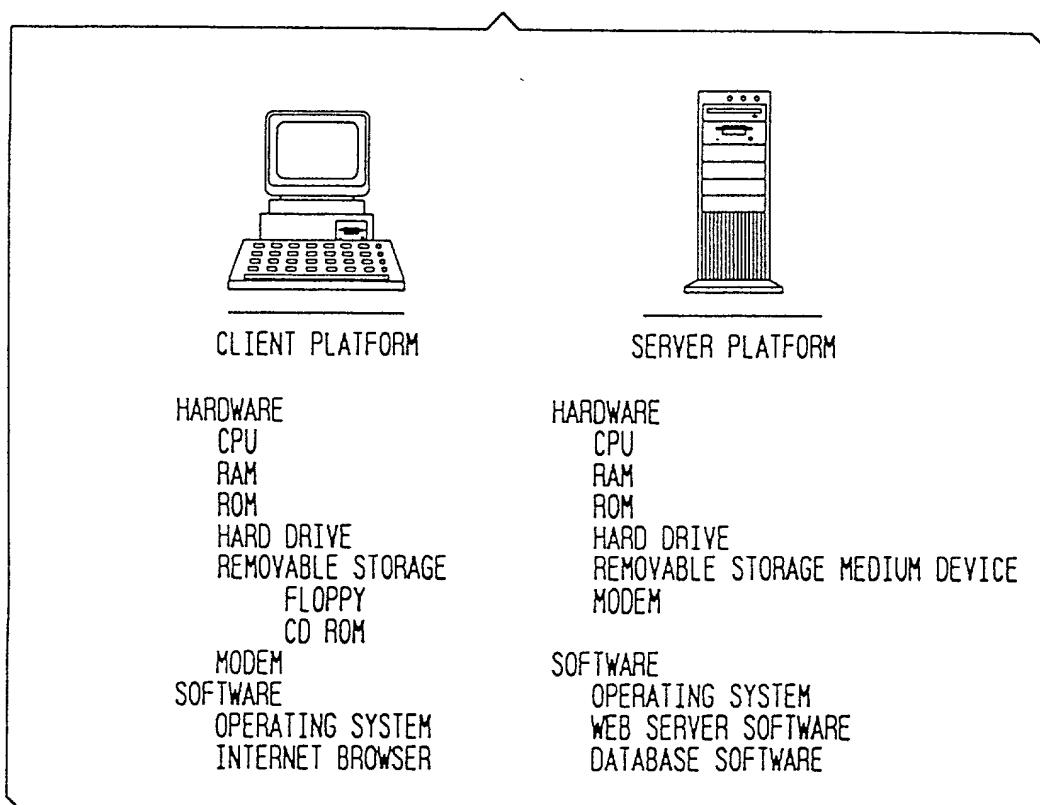


FIG. 1C

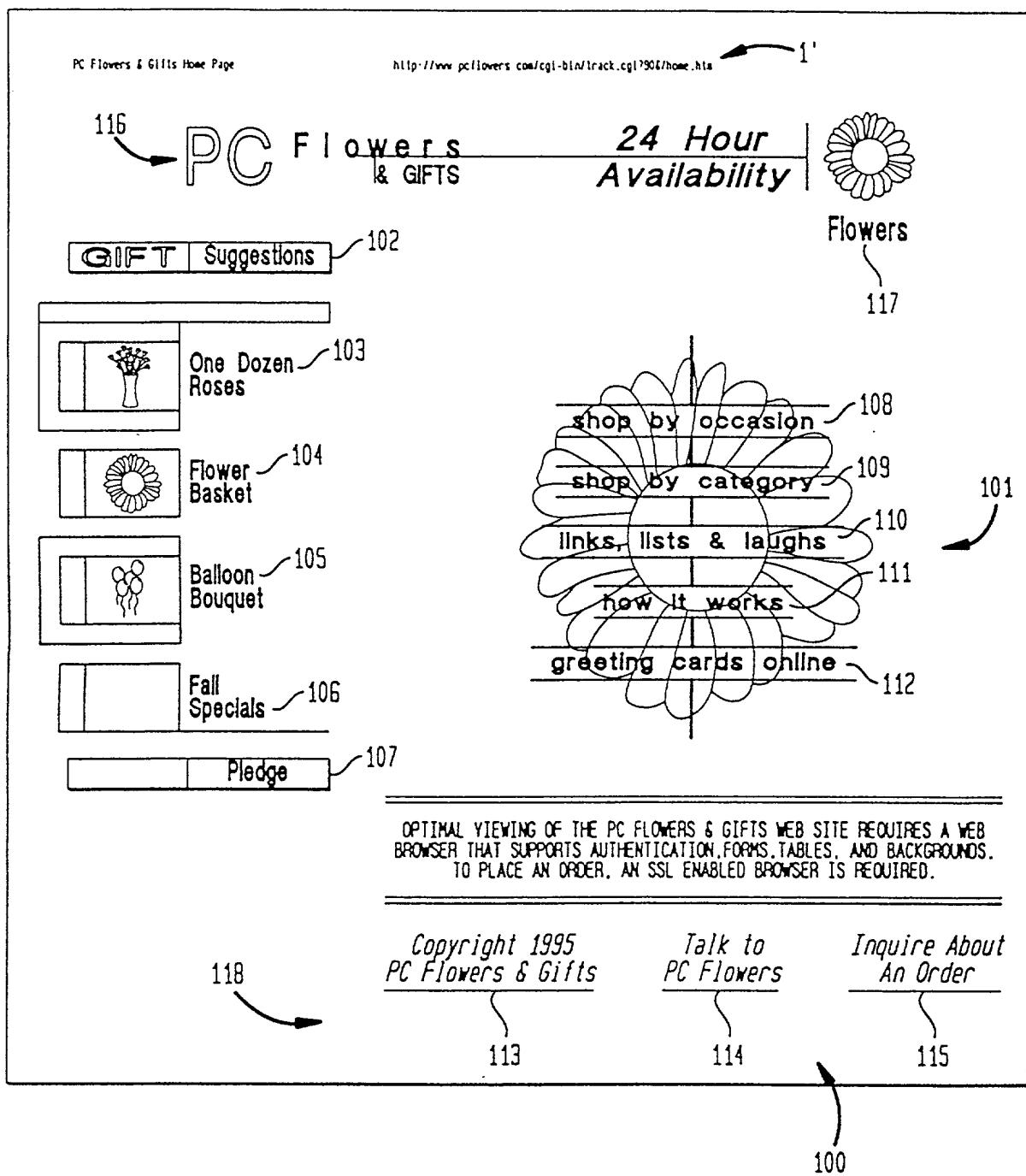
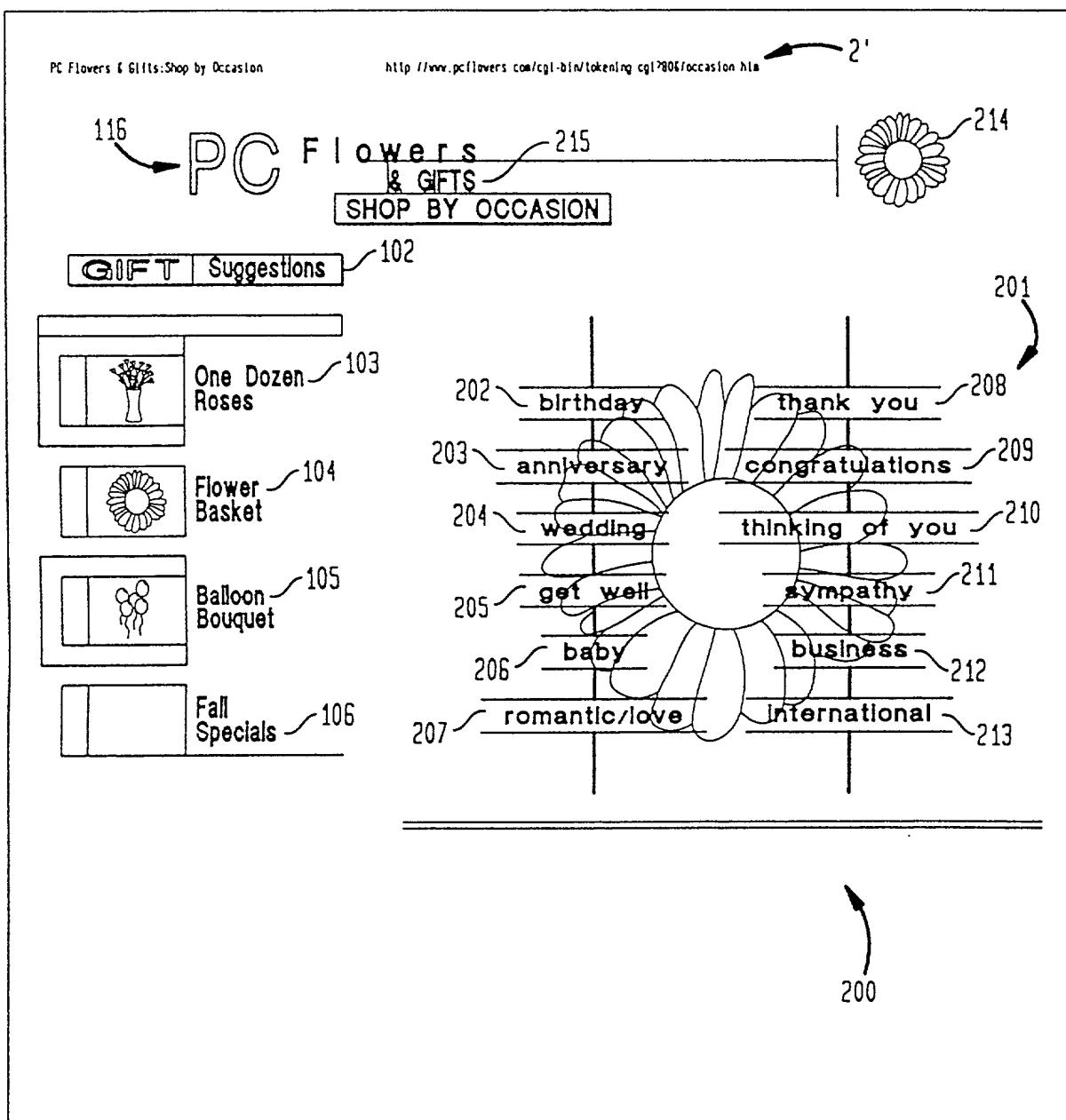


FIG. 2



5/39

FIG. 3

PC Flowers & Gifts.Birthday Gifts http://www.pcflowers.com/cgi-bin/tokening.cgi?80%0_bday.htm ↗ 3'

116 ↗ PC Flowers & GIFTS ↗ 215 ↗ 214

SHOP BY OCCASION

Birthday Gifts

FTD Birthday Party Bouquet \$34.95

Start off any birthday celebration with a festive basket filled with colorful Carnations, Pompons, Daisies, Statice, Alstroemeria and greenery.

The FTD Birthday Bouquet comes complete with noisemakers and a Happy Birthday banner!

Delivery: FTD Select Florist From: FTD ↗ 301

FLOWERS **BOUQUETS** ↗ 303

304 ↗ 302 ↗

Royal Velvet Roses \$34.95-\$74.95

If, as the poem suggests, your love's like a red, red Rose, only one flower will do: Royal Velvet. These are the big bright velvety red, cultivated Roses that open quickly to full bloom, then stay fresh longer than others. They're especially welcome when the wind blows cold, because they have the magical ability to brighten a mood and turn everything 'rosy'. Petals are flawlessly shaped, and your assortment is matched by hand. Stems are super long. Royal Velvet Roses are always in perfect taste, always correct, always delightful. Includes Twelve Long Stem Roses.

Yase Choices: No Vase, Crystal Mikasa Vase

Delivery: 2nd Day FedEx From: Nature's Blooms

FLOWERS **DIRECT FROM GROWER** ↗ 307

305 ↗ 302 ↗

Superbatch Assortment \$44.95

Don't just give one bouquet, give a Superbatch! This vivid assortment of riotous color is actually five tremendous bunches of beautiful flowers and one enormous batch of greenery. That's enough flowers for every room in the house!

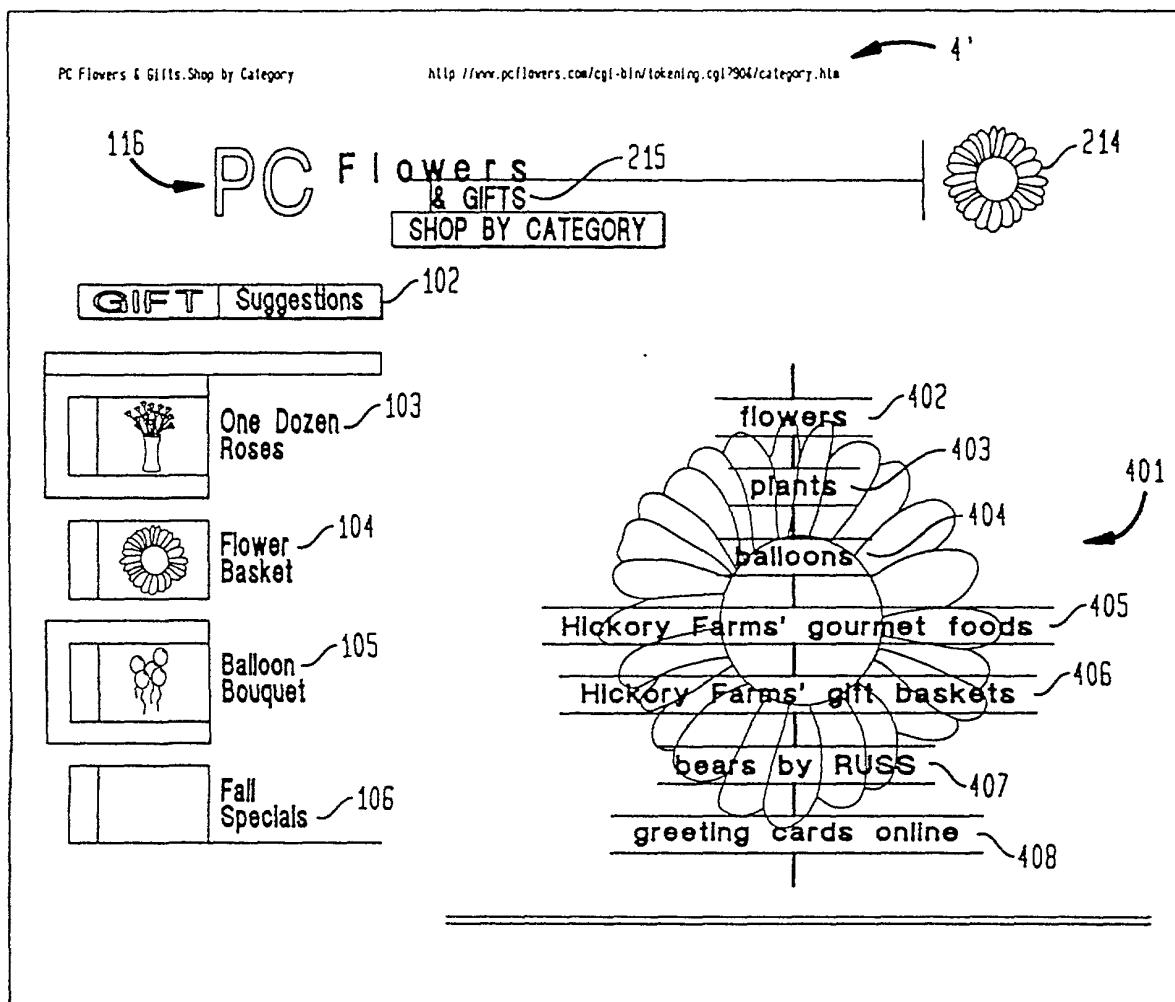
No two of these giant, field-of-flowers bouquets are exactly alike. It's the home decorator's dream come true. So many flowers, they won't know where to start! It's the largest assortment of four different flower varieties available at a wholesale price. Vase not included.

Delivery: 2nd Day FedEx From: Flowers Direct from the Grower

FLOWERS **DIRECT FROM GROWER** ↗ 307

306 ↗ 302 ↗ ↗ 300

FIG. 4



7/39

FIG. 5

PC Flowers & Gifts:Balloons <http://www.pcflowers.com/cgi-bin/tokening.cgi?808/vendor03/balloons.htm> ↗ 5'

116 ↗ PC Flowers & GIFTS ↗ 215 ↗ 214 ↗

SHOP BY CATEGORY

Balloons

12 Latex Balloons \$19.95

Balloon bouquets make any festive occasion a celebration!

Choose latex balloons in a rainbow of colors for bouquets that last several hours.

VIEW • ORDERING INFO ↗ 504

Delivery:FTD Select Florist From:FTD

Some Suggested Occasions Include: ↗ 501

BIRTHDAY ANNIVERSARY GET WELL ROMANTIC LOVE

THINKING OF YOU

3 Mylar & 6 Latex Balloons \$24.95

Balloon bouquets make any festive occasion a celebration!

Choose latex balloons in a rainbow of colors that last several hours and shimmer printed mylar balloons that last a few weeks.

VIEW • ORDERING INFO ↗ 505

Mylar Balloon Choices:Baby Boy, Baby Girl, Congratulations,Get Well, Happy Birthday, Happy Anniversary, I Love You, Thank You, Thinking of You

Delivery:FTD Select Florist From:FTD

Some Suggested Occasions Include: ↗ 502

GET WELL BABY ROMANTIC LOVE THANK YOU THINKING OF YOU

BUSINESS

6 Mylar Balloons \$29.95

Balloon bouquets make any festive occasion a celebration!

Choose shimmer printed mylar balloons for bouquets that last a few weeks.

Mylar Balloon Choices:Baby Boy, Baby Girl, Congratulations,Get Well, Happy Birthday, Happy Anniversary, I Love You, Thank You, Thinking of You

VIEW • ORDERING INFO ↗ 506

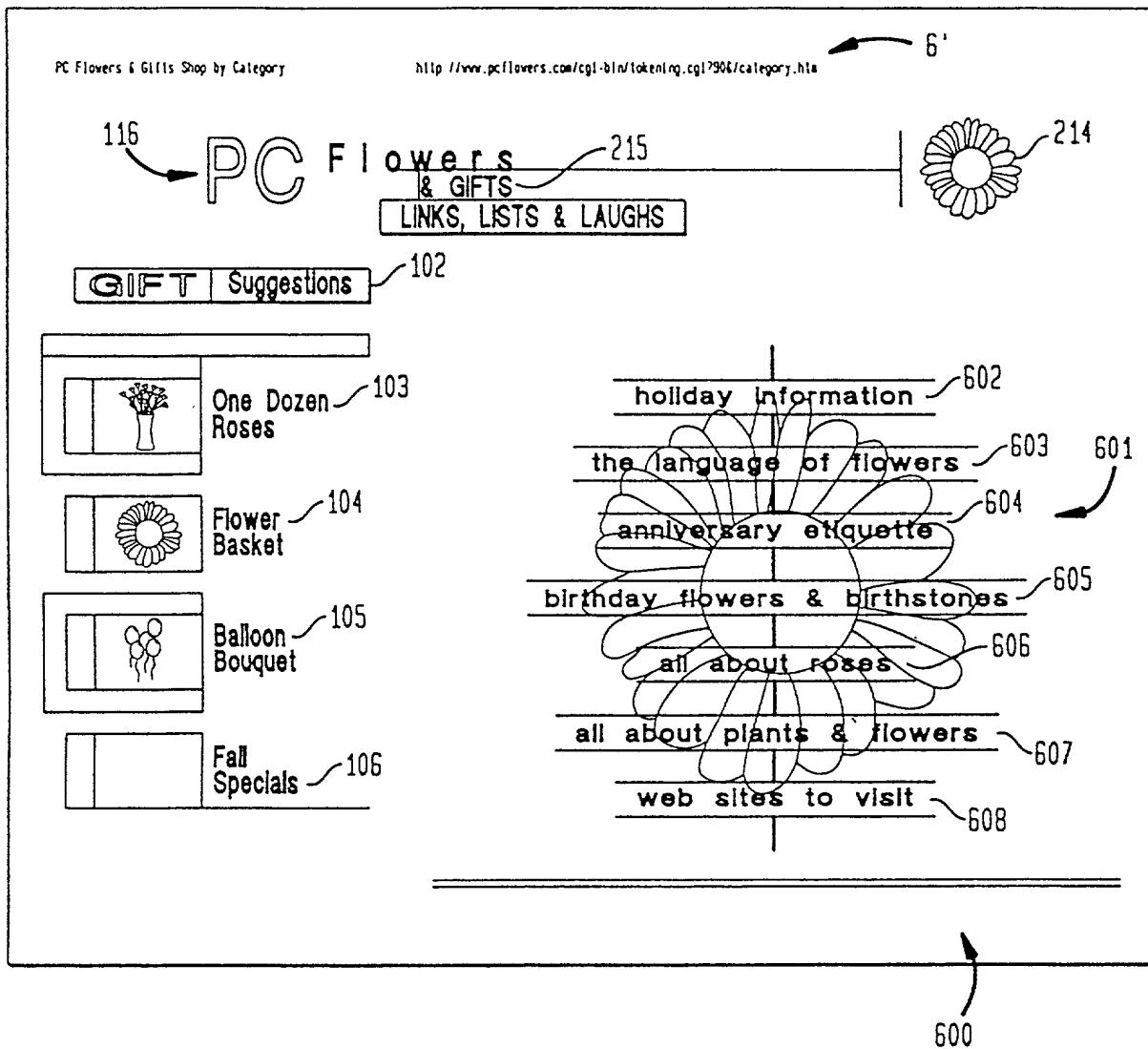
Delivery:FTD Select Florist From:FTD

Some Suggested Occasions Include: ↗ 503

BIRTHDAY ANNIVERSARY GET WELL CONGRATULATIONS BUSINESS

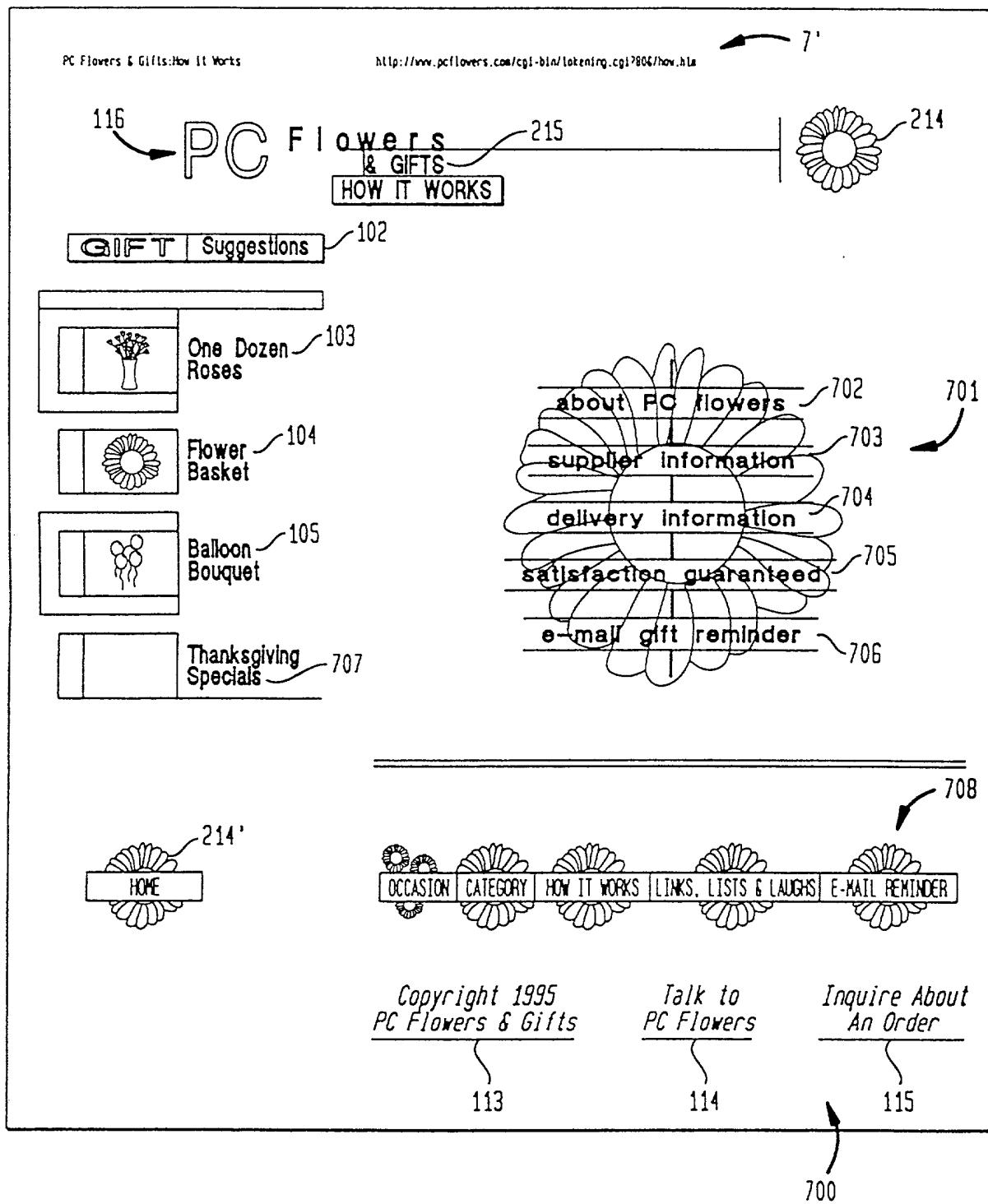
500 ↗

FIG. 6



9/39

FIG. 7



10/39

FIG. 8

https://www.pcflowers.com/cgi-bin/
tokening.cgi?804/hov_email.htm ~ 8

PC Flowers & Gifts: About PC Flowers

https://www.pcflowers.com/cgi-bin/
tokening.cgi?806/how_email.htm

116 → **PC Flowers** & GIFTS 215 → 214

HOW IT WORKS

E-Mail Holiday Reminder

Never miss an important occasion again! With Flowers' E-Mail Reminder Service, we'll remember for you. Just choose an occasion from the list or enter your own. Our E-Mail will give you plenty of time to pick out just the right gift.

Holiday

Customized Event	<input type="button" value="Up"/>
Feb 14 Valentine's Day	<input type="button" value="Down"/>
Apr 24 Secretaries' Day	
May 12 Mother's Day	
May 27 Memorial Day	

Custom Event

Month/Day /

EMail Address

214' → **HOME** → 214 → 708

214 → **OCASION** → **CATEGORY** → **HOW IT WORKS** → **LINKS, LISTS & LAUGHS** → **E-MAIL REMINDER**

Copyright 1995
PC Flowers & Gifts

Talk to
PC Flowers

Inquire About
An Order

113 114 115

800

11/39

FIG. 9

http://www.pcflowers.com/cgi-bin/tokening.cgi?cg
i-bin/tokening.cgi?806/vendor03/FB12.htm 91

PC Flowers & Gifts: Item Information http://www.pcflowers.com/cgi-bin/tokening.cgi?cg
i-bin/tokening.cgi?806/vendor03/FB12.htm

116 → PC Flowers & GIFTS
ITEM INFORMATION

214 ← 

Royal Velvet Roses

\$34.95-\$74.95

If, as the poem suggests, your love "is like a red, red Rose," only one flower will do: Royal Velvet. These are the big bright velvety red, cultivated Roses that open quickly to full bloom, then stay fresh longer than others. They're especially welcome when the wind blows cold, because they have the magical ability to brighten a mood and turn everything "rosy." Petals are flawlessly shaped, and your assortment is matched by hand. Stems are super long. Royal Velvet Roses are always in perfect taste, always correct, always delightful. Includes Twelve Long Stem Roses.

Delivery: 2nd Day FedEx
From: Nature's Blooms

Choose Vase:

No Vase: (\$34.95):

PLACE ORDER \$34.95 901

Crystal Mikasa Vase (\$74.95):

PLACE ORDER \$74.95 902

FLOWERS

DIRECT FROM GROWER

BIRTHDAY

ANNIVERSARY

ROMANTIC LOVE

CONGRATULATIONS

THINKING OF YOU

214 → 900

214' →

HOME OCCASION CATEGORY HOW IT WORKS LINKS, LISTS & LAUGHS E-MAIL REMINDER 708

Copyright 1995
PC Flowers & Gifts

Talk to
PC Flowers

Inquire About
An Order

113 114 115

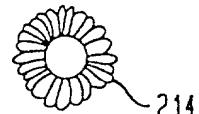
12/39

FIG. 10

[https://www.pcflowers.com/cgi-bin/
order_gen.cgi?900CPA1206/vendor03/](https://www.pcflowers.com/cgi-bin/order_gen.cgi?900CPA1206/vendor03/) 101

PC Flowers & Gifts: Order Form

[https://www.pcflowers.com/cgi-bin/
order_gen.cgi?900CPA1206/vendor03/](https://www.pcflowers.com/cgi-bin/order_gen.cgi?900CPA1206/vendor03/)



214

Order Form

Personalization

Receiver's Name

Personalization Text

Closing

Sender's Name

Receiver Information

Name

Address1

Address2

City

State

Zip

Daytime Phone

Sender Information

Name

Address1

Address2

City

State

Zip

Daytime Phone

It is imperative that we receive your E-mail address in order to guarantee the successful processing of your order.

E-mail Address

Delivery Information

Delivery Date

 / / (Month/Day/Year)

Special Instructions

Credit Card Information

MasterCard

Visa

American Express

Discover

Cardholder's Name

Card Number

Expiration Date

 / (Month/Year)

Place The Order

1001

13/39

FIG. 11A

<http://pathfinder.com/1157u/CwASDUCLHB/welcome/>

Welcome to Pathfinder

<http://pathfinder.com/1157u/CwASDUCLHB/welcome/>

AT THE WORLD SERIES
BRAVES (12)
YANKEES (1)

SIONline

▲ SHUFFLE THE DECK

WELCOME TO THE NEW PATHFINDER

PATHFINDER

WHAT'S NEW HELP SEARCH BULLETIN BOARDS CHAT

LATEST NEWS Poll Clinton Again Leads by Double Digits Dole Preaches Trust, Tax Cuts in Michigan Storm Pounds New England for Third Day

CNN & SI NEWS CNN & PERSONAL BUSINESS

MONEY PERSONAL FINANCE TECHWATCH WITH *Techally* *News*

PEOPLE ONLINE SPORTS FROM SIONLINE

HEALTH, FITNESS &

ARTS & ENTERTAINMENT

GAMES

HOME, Hobbies & FOOD

KIDSTUFF

MUSIC

READER'S CORNER

SHOPPING

SITE SEEKER INTERNET GUIDE

STOCKS, QUICK QUOTES

TRAVEL

WEATHER CENTER

← CLICK HERE!

Motorola powers the products that power your life.

Free Internet

When you switch to AT&T for free

AT&T

AD INFO

11A1

11A0

FIG. 11B

<http://pathfinder.com/1157u/CwASDUCLHB/shopping>

Shopping

<http://pathfinder.com/1157u/CwASDUCLHB/shopping>

Shopping

Shuffle the Deck and See What's Inside:

GET FREE STUFF! CATALOG SELECT

11B4 Never miss an important occasion again! PC Flowers' & Gifts E-Mail Reminder Service will remember for you.

No matter what the occasion, PC Flowers & Gifts E-Mail Reminder will give you plenty of time to pick out just the right gift.

PATHFINDER PERSONAL EDITION Click for Info!

Our Stores:

- Catalog Select
- Cybershop
- Dreamshop
- PC Flowers & Gifts
- PC Travel

11B2

11B3

VISA Switch and Save 5.9% APR NO ANNUAL FEE [Switch and Save click here](#)

A SERVICE OF PATHFINDER.COM ◆

PATHFINDER HOME WHAT'S NEW HELP SEARCH BULLETIN BOARDS CHAT

11B0

14/39

FIG. 11C

11'

<http://pathfinder.pcfowers.com/>

PC Flowers & Gifts Home Page

Saturday, October 21, 1995

1116' → PC Flowers & Gifts at PATHFINDER *

GIFT Suggestions 102

One Dozen Roses 103

Flower Basket 104

Balloon Bouquet 105

Fall Specials 106

Pledge 107

24 Hour Availability

Flowers 117

shop by occasion 108

shop by category 109

links, lists & laughs 110

how it works 111

greeting cards online 112

Patent Pending on
PCF&G Private Label Program

All Orders Fulfilled by
PC Flowers & Gifts Inc.

OPTIMAL VIEWING OF THE PC FLOWERS & GIFTS WEB SITE REQUIRES A WEB
BROWSER THAT SUPPORTS AUTHENTICATION, FORMS, TABLES, AND BACKGROUNDS.
TO PLACE AN ORDER, AN SSL ENABLED BROWSER IS REQUIRED.

118 → © 1995 PCF&G 113'

Talk to PCF&G 114'

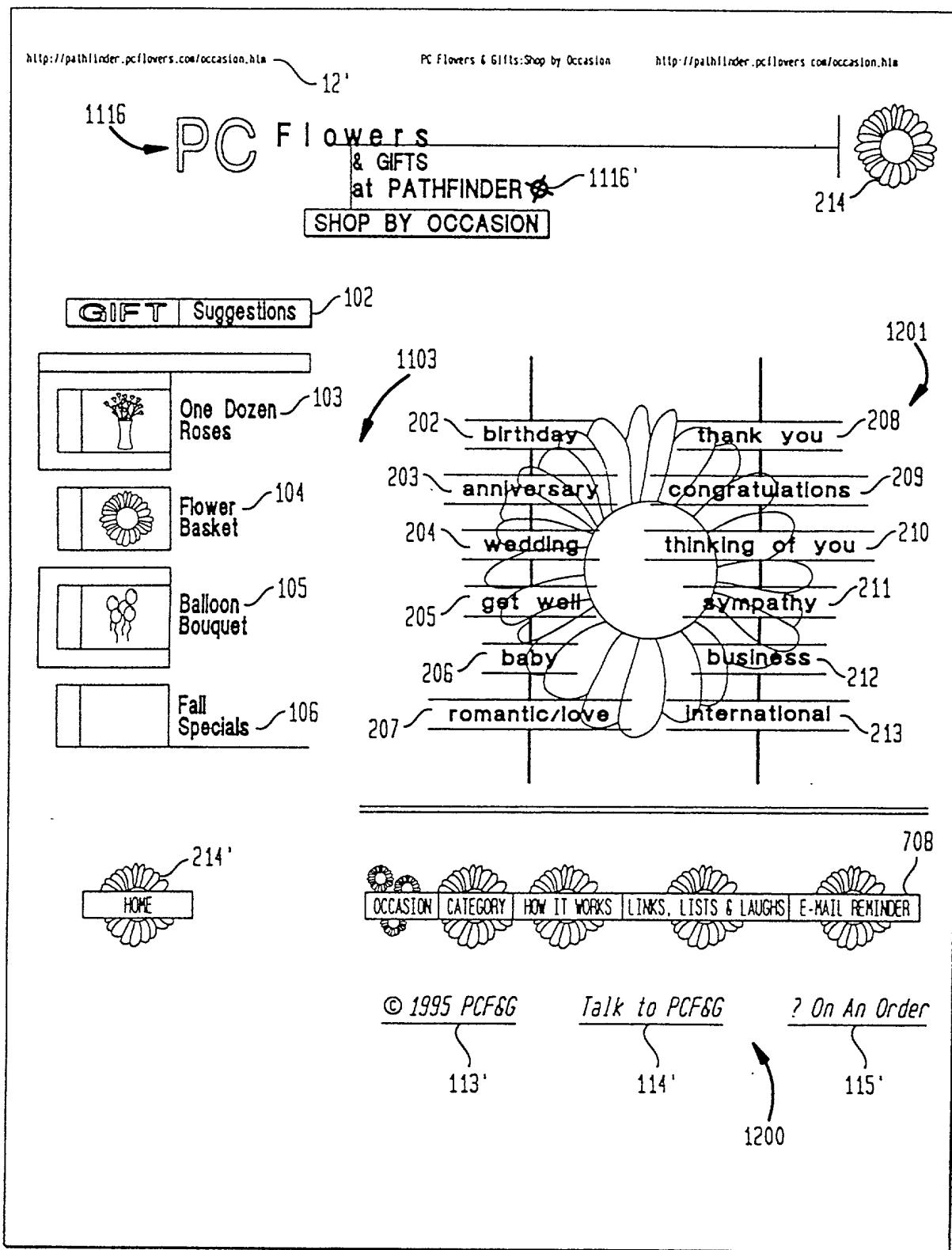
? On An Order 115'

— A SERVICE OF PATHFINDER.COM ◆

PATHFINDER HOME WHAT'S NEW HELP SEARCH BULLETIN BOARDS CHAT

1102 → 1100

FIG. 12



16/39

FIG. 13

13' http://pathfinder.pcflowers.com/o_bday.htm
PC Flowers & Gifts Birthday Gifts http://pathfinder.pcflowers.com/o_bday.htm

1116 PC Flowers & GIFTS at PATHFINDER 1116 214

Birthday Gifts

FTD Birthday Party Bouquet \$34.95

Start off any birthday celebration with a festive basket filled with colorful Carnations, Pompons, Daisies, Statice, Alstroemeria and greenery.

The FTD Birthday Bouquet comes complete with noisemakers and a Happy Birthday banner!

Delivery: FTD Select Florist From: FTD 301

FLOWERS 303 BOUQUETS 302

Royal Velvet Roses \$34.95-\$74.95

If, as the poem suggests, your love is like a red, red Rose, only one flower will do: Royal Velvet. These are the big, bright, velvety red, cultivated Roses that open quickly to full bloom, then stay fresh longer than others. They're especially welcome when the wind blows cold, because they have the magical ability to brighten a mood and turn everything "rosy". Petals are flawlessly shaped, and your assortment is matched by hand. Stems are super long. Royal Velvet Roses are always in perfect taste, always correct, always delightful. Includes Twelve Long Stem Roses.

Yase Choices: No Yase, Crystal Mikasa Yase

Delivery: 2nd Day FedEx From: Nature's Blooms 307

FLOWERS 302 DIRECT FROM GROWER 307

Superbatch Assortment \$44.95

Don't just give one bouquet, give a Superbatch! This vivid assortment of riotous color is actually five tremendous bunches of beautiful flowers and one enormous batch of greenery. That's enough flowers for every room in the house!

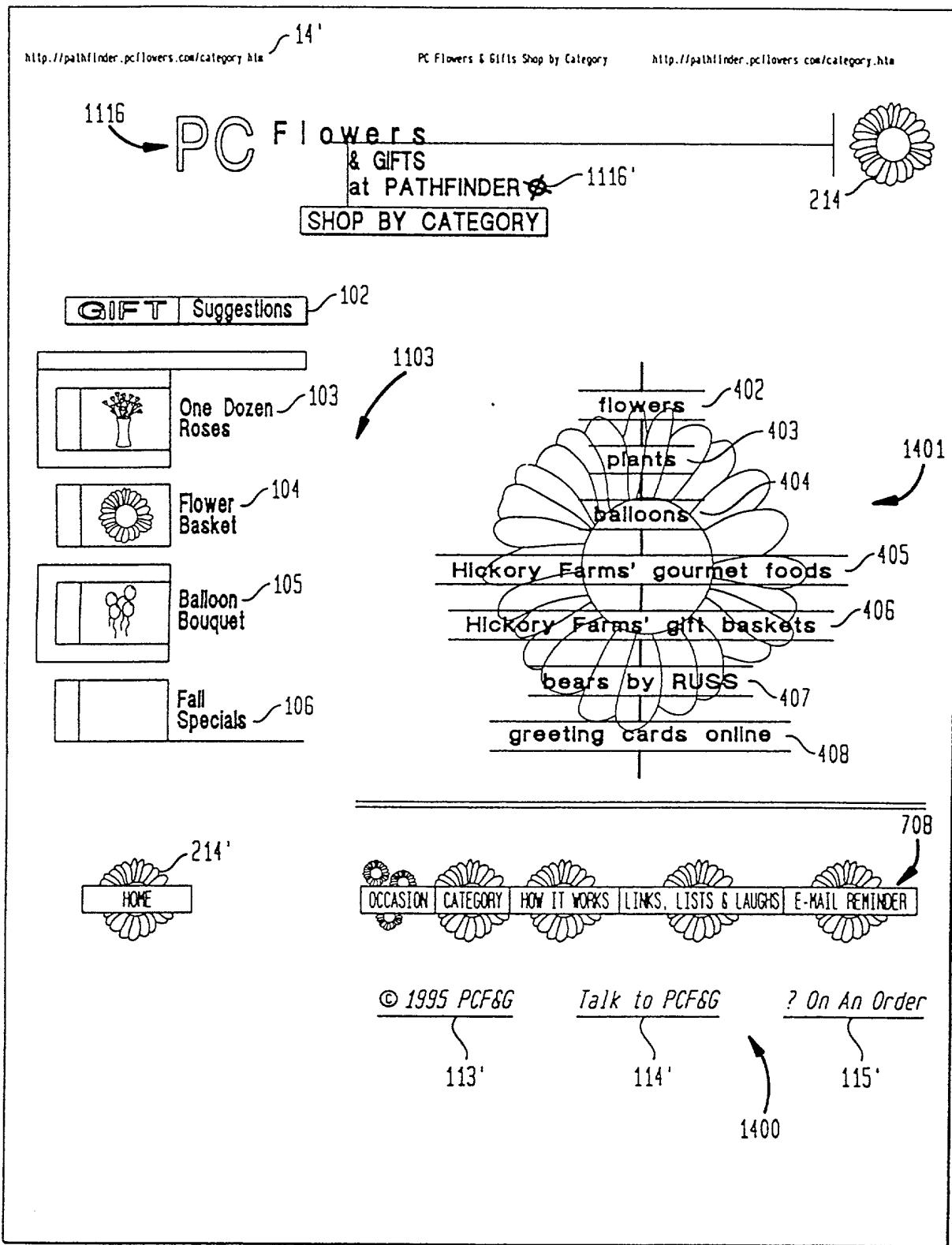
No two of these giant, field-of-flowers bouquets are exactly alike. It's the home decorator's dream come true. So many flowers, they won't know where to start! It's the largest assortment of four different flower varieties available at a wholesale price. Vase not included.

Delivery: 2nd Day FedEx From: Flowers Direct from the Grower 1300

FLOWERS 302 DIRECT FROM GROWER 307

17/39

FIG. 14



18/39

FIG. 15

15' http://pathfinder.pcflowers.com/vendor03/balloons.htm PC Flowers & Gifts & Balloons http://pathfinder.pcflowers.com/vendor03/balloons.htm

1116 → **PC Flowers**
& GIFTS
at PATHFINDER → 1116' 214
SHOP BY CATEGORY

Balloons

12 Latex Balloons \$19.95

Balloon bouquets make any festive occasion a celebration!
Choose latex balloons in a rainbow of colors for bouquets that last several hours.

Delivery:FTD Select Florist From:FTD

Some Suggested Occasions Include: 501

BIRTHDAY ANNIVERSARY GET WELL ROMANTIC LOVE

THINKING OF YOU

3 Mylar & 6 Latex Balloons \$24.95

Balloon bouquets make any festive occasion a celebration!

Choose latex balloons in a rainbow of colors that last several hours and shimmery printed mylar balloons that last a few weeks.

Mylar Balloon Choices: Baby Boy, Baby Girl, Congratulations, Get Well, Happy Birthday, Happy Anniversary, I Love You, Thank You, Thinking of You

Delivery:FTD Select Florist From:FTD

Some Suggested Occasions Include: 502

GET WELL BABY ROMANTIC LOVE THANK YOU THINKING OF YOU

BUSINESS

504 505 1500

19/39

FIG. 16

http://pathfinder.pcfowers.com/111.htm 16'

PC Flowers & GIFTS at PATHFINDER 1116' 24 Hour Availability

LINKS, LAUGHS & LAUGHS

GIFT Suggestions 102

One Dozen Roses 103

Flower Basket 104

Balloon Bouquet 105

Fall Specials 106

214'

HOME

holiday information 602

the language of flowers 603

anniversary etiquette 604

birthday flowers & birthstones 605

all about roses 606

all about plants & flowers 607

web sites to visit 608

OCCASION CATEGORY HOW IT WORKS LINKS, Lists & Laughs E-MAIL REMINDER

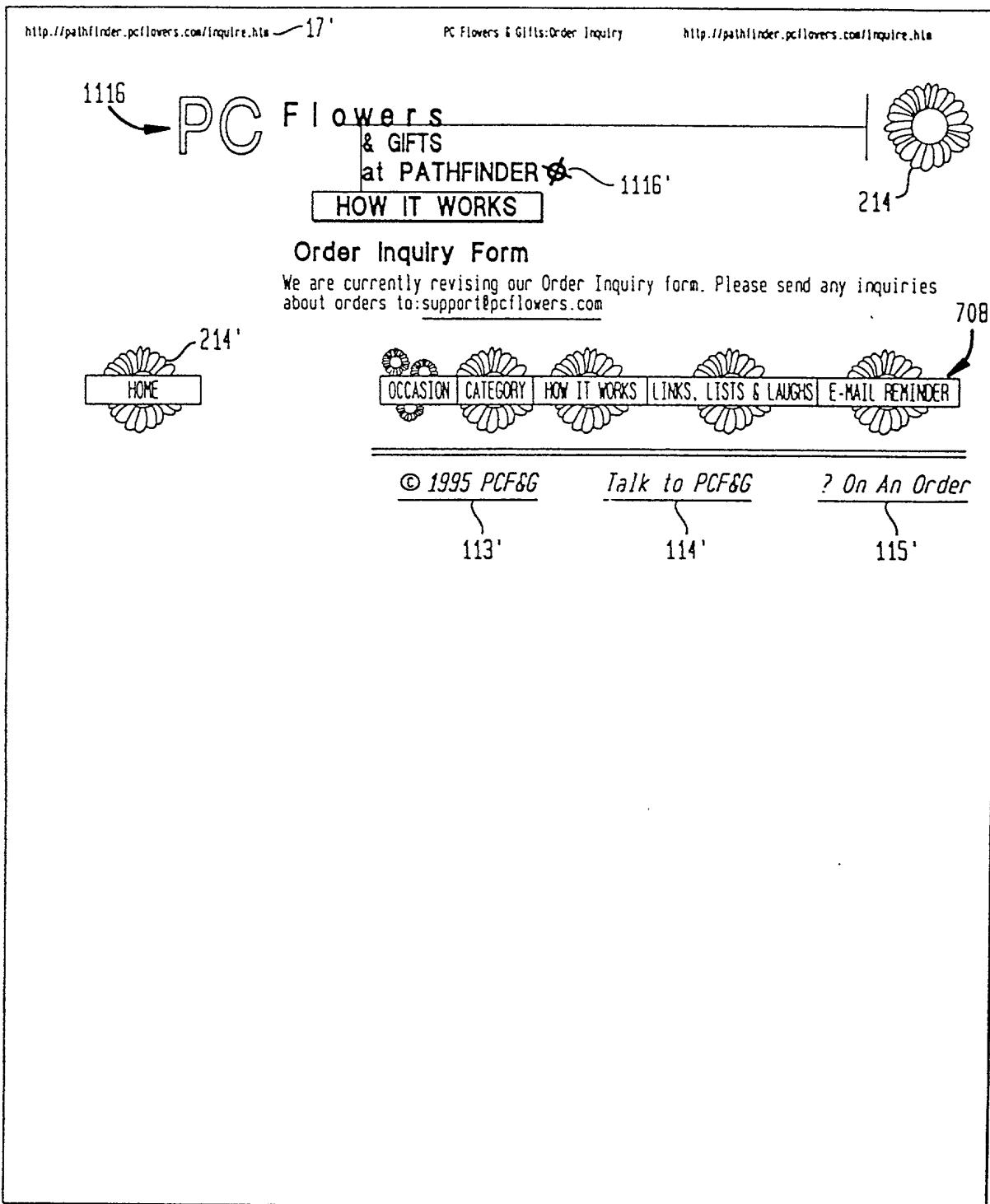
© 1995 PCF&G Talk to PCF&G ? On An Order

1600

This diagram illustrates a user interface for a flower delivery service. The main header includes the URL, the company name 'PC Flowers & GIFTS at PATHFINDER', '24 Hour Availability', and a sun icon. Below this is a section titled 'GIFT Suggestions' with four items: 'One Dozen Roses', 'Flower Basket', 'Balloon Bouquet', and 'Fall Specials'. To the right is a sidebar with various links: 'holiday information', 'the language of flowers', 'anniversary etiquette', 'birthday flowers & birthstones', 'all about roses', 'all about plants & flowers', and 'web sites to visit'. At the bottom is a footer with copyright information and links for 'Talk to PCF&G' and '? On An Order'.

20/39

FIG. 17



21/39

FIG. 18

http://pathfinder.pcflowers.com/hov_email.htm 18'

PC Flowers & Gifts: About PC Flowers http://pathfinder.pcflowers.com/hov_email.htm

1116 → **PC Flowers**
& GIFTS
at PATHFINDER 1116' 214 → 

HOW IT WORKS

E-Mail Holiday Reminder

Never miss an important occasion again! With our E-Mail Reminder Service, we'll remember for you. Just choose an occasion from the list or enter your own. Our E-Mail will give you plenty of time to pick out just the right gift.

Holiday

Customized Event

Feb 14 Valentine's Day
Apr 24 Secretaries' Day
May 12 Mother's Day
May 27 Memorial Day

Custom Event

Month/Day /

EMail Address

Submit Reset

214' 708

HOME OCCASION CATEGORY HOW IT WORKS LINKS, LISTS & LAUGHS E-MAIL REMINDER

© 1995 PCFGG Talk to PCFGG ? On An Order

113' 114' 115'

1102 → A SERVICE OF PATHFINDER.COM ◆
PATHFINDER HOME WHAT'S NEW HELP SEARCH BULLETIN BOARDS CHAT

1800 →

22/39

FIG. 19A

PC Flowers & Gifts: Item Information 19' <http://pathfinder.pcflowers.com/vendor03/PRI2.htm>

1116 → PC Flowers
& GIFTS
at PATHFINDER 1116
ITEM INFORMATION

214 → 

Royal Velvet Roses \$34.95-\$74.95

If, as the poem suggests, your love 'is like a red, red Rose,' only one flower will do: Royal Velvet. These are the big bright velvety red, cultivated Roses that open quickly to full bloom, then stay fresh longer than others. They're especially welcome when the wind blows cold, because they have the magical ability to brighten a mood and turn everything 'rosy.' Petals are flawlessly shaped, and your assortment is matched by hand. Stems are super long. Royal Velvet Roses are always in perfect taste, always correct, always delightful. Includes Twelve Long Stem Roses.

Delivery: 2nd Day FedEx
From: Nature's Blooms

Choose Vase:

No Vase: (\$34.95):

PLACE ORDER \$34.95 901

Crystal Mikasa Vase (\$74.95):

PLACE ORDER \$74.95 902

FLOWERS

DIRECT FROM GROWER

BIRTHDAY

ANNIVERSARY

ROMANTIC/LOVE

CONGRATULATIONS

THINKING OF YOU

214 →

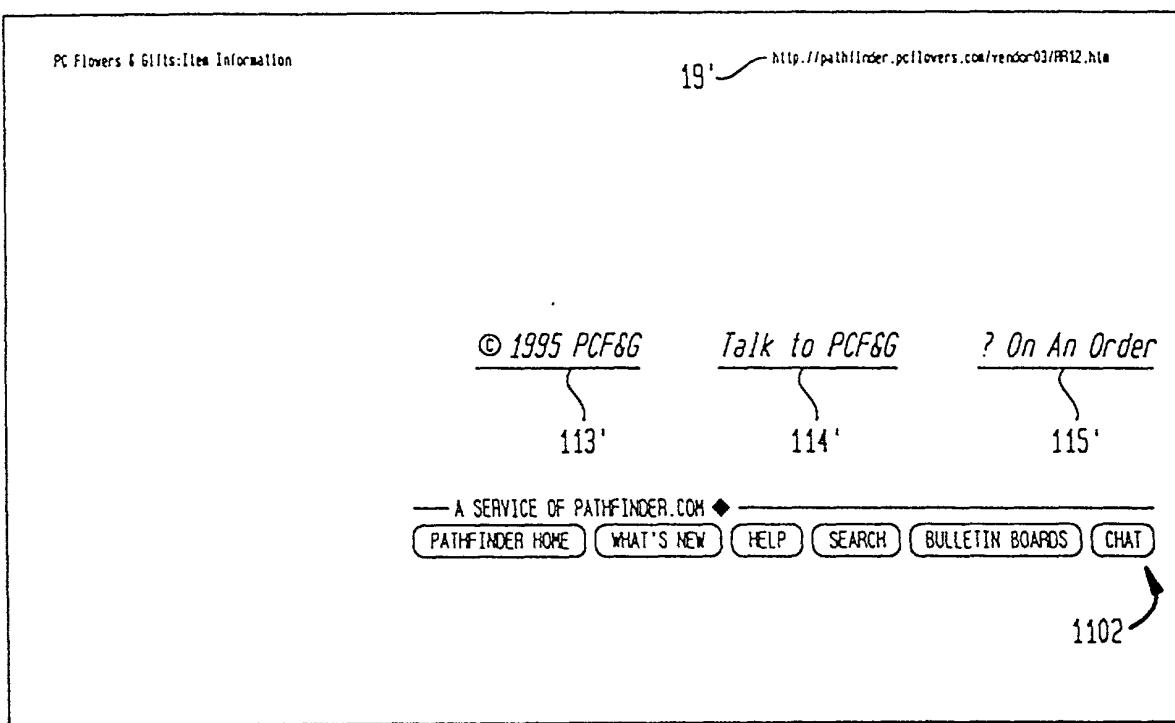
1900 →

708 →

HOME OCCASION CATEGORY HOW IT WORKS LINKS,LISTS & LAUGHS E-MAIL REMINDER

23/39

FIG. 198



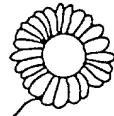
24/39

FIG. 20

https://www.pcflowers.com/cgi-bin/order_gen.cgi?12423-3654/vendor03/

PC Flowers & Gifts: Order Form
20' https://www.pcflowers.com/cgi-bin/order_gen.cgi?12423-3654/vendor03/

PC Flowers
& GIFTS
at PATHFINDER'S

1116 → **Order Form** ← 1116
214 

Personalization

Receiver's Name

Personalization Text

Closing

Sender's Name

Receiver Information

Name

Address1

Address2

City State Zip

Daytime Phone

Sender Information

Name

Address1

Address2

City State Zip

Daytime Phone

It is imperative that we receive your E-mail address in order to guarantee the successful processing of your order.

E-mail Address

Delivery Information

Delivery Date / / (Month/Day/Year)

Special Instructions

Credit Card Information

MasterCard Visa American Express Discover

Cardholder's Name

Card Number

Expiration Date / (Month/Year) ← 2000

25/39

FIG. 21A

http://homearts.com/ Welcome to HomeArts

Win a Sony Maximum Television System!

Your Computer Screen Wants You To Click Here.

A HomeArts network

Station R & R Bloom Runway Planet Lunch

Family Time Late Kiss.Net Body & Soul Newsstand

search

talk to others

write to us

who we are

guestbook

application

October 21, 1996

Today's Stories → WINNINGLOSING Week two of your diet plan that will have you thinner in three weeks

HOME ARTS MARKETPLACE

21A1

REDBOOK

Good Housekeeping

CountryLiving

Popular Mechanics

YOUR QUESTIONS ANSWERED By Dr. Joyce Brothers

ODE TO THE BLACK STUFF It takes a patient soul to drink a pint of Guinness Extra Stout

PET RESCUE CLEARINGHOUSE Why buy a pet when you can adopt one?

ROCKING HORSES And other collectibles

more stories

21A0

26/39

FIG. 21B

http://homearts.com/market/Main/locatl.htm Market Place TOC

M E A R T n e t w o r k

MarketPlace

Four ways to shop at HomeArts

Galleria MARKETS

Visit our shops

HOMEARTS Flowers & GIFTS

flowers for all occasions

Catalog Connection

The ultimate catalog resource

Classifieds

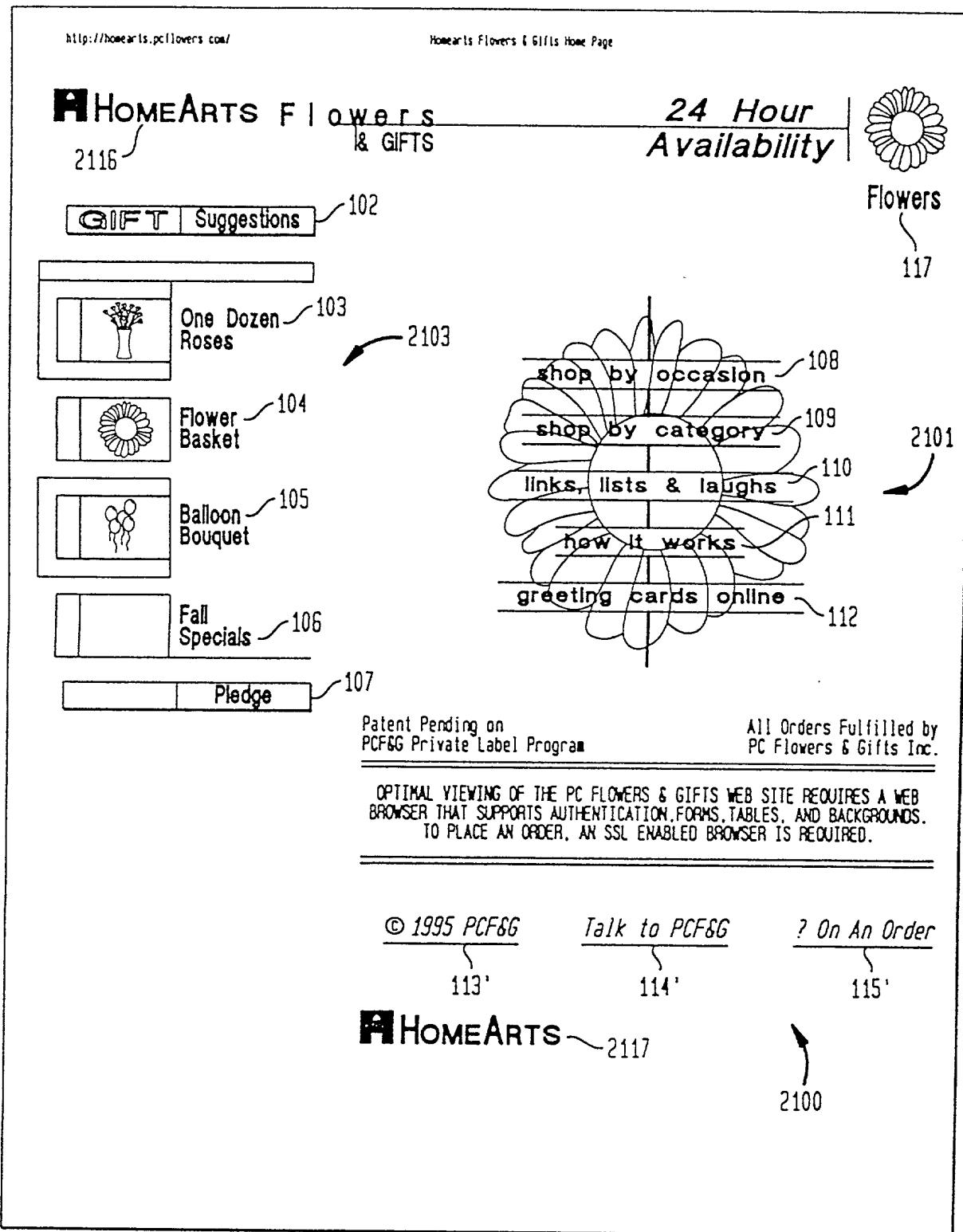
Hundreds of ads

21B1

21B1

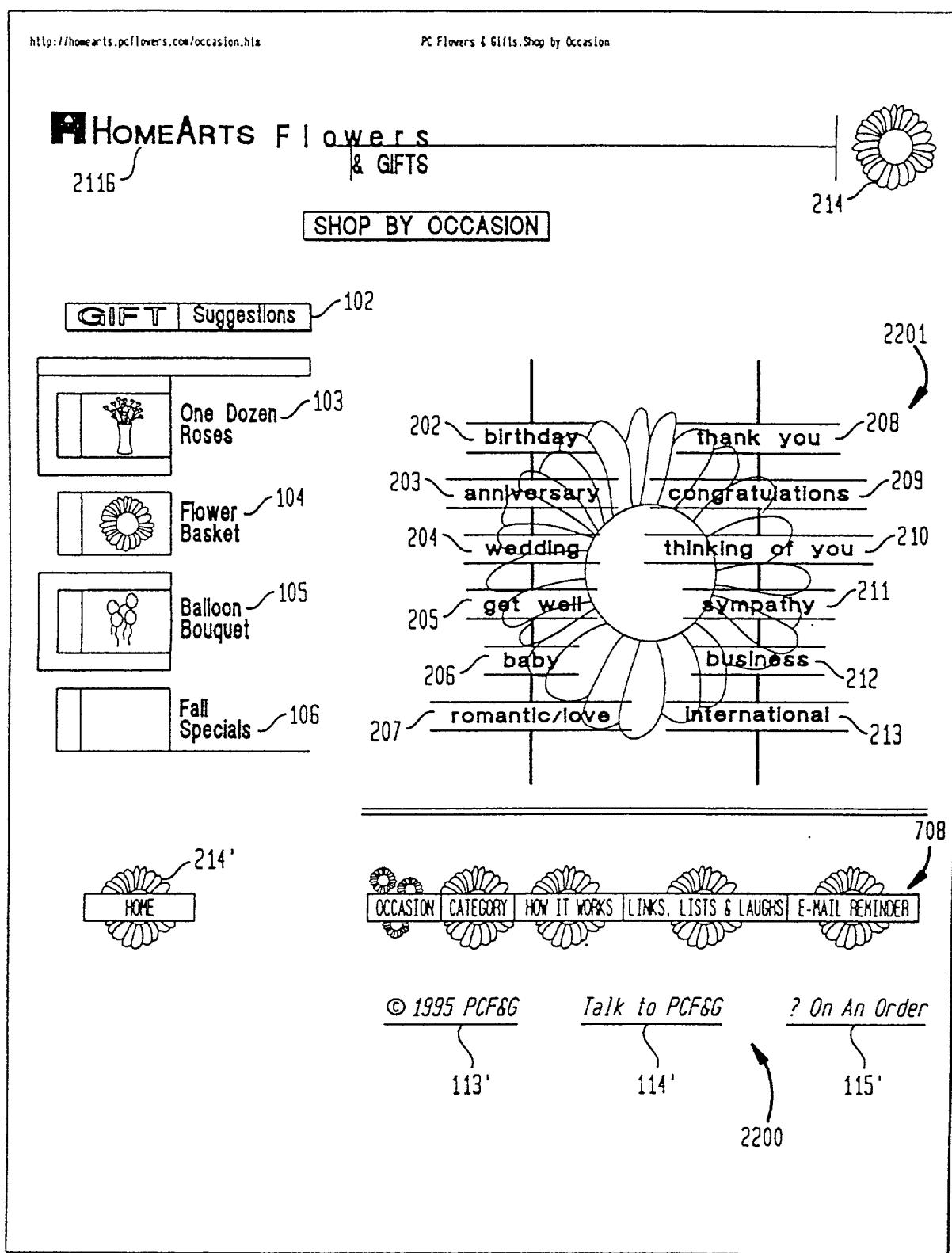
27/39

FIG. 21C



28/39

FIG. 22



29/39

FIG. 23

http://homearts.pcflowers.com/o_bday.htm PC Flowers & Gifts Birthday Gifts

HOMEARTS Flowers & GIFTS

2116 214

SHOP BY OCCASION

Birthday Gifts

FTD Birthday Party Bouquet \$34.95

Start off any birthday celebration with a festive basket filled with colorful Carnations, Pompons, Daisies, Statice, Alstroemeria and greenery.

The FTD Birthday Bouquet comes complete with noisemakers and a Happy Birthday banner!

Delivery: FTD Select Florist From: FTD 301

FLOWERS BOUQUETS 303

Royal Velvet Roses \$34.95-\$74.95

If, as the poem suggests, your love is like a red, red Rose, only one flower will do: Royal Velvet. These are the big bright velvety red, cultivated Roses that open quickly to full bloom, then stay fresh longer than others. They're especially welcome when the wind blows cold, because they have the magical ability to brighten a mood and turn everything "rosy". Petals are flawlessly shaped, and your assortment is matched by hand. Stems are super long. Royal Velvet Roses are always in perfect taste, always correct, always delightful. Includes Twelve Long Stem Roses.

Vase Choices: No Vase, Crystal Mikasa Vase

Delivery: 2nd Day FedEx From: Nature's Blooms

FLOWERS DIRECT FROM GROWER 307

Superbatch Assortment \$44.95

Don't just give one bouquet, give a Superbatch! This vivid assortment of riotous color is actually five tremendous bunches of beautiful flowers and one enormous batch of greenery. That's enough flowers for every room in the house!

No two of these giant, field-of-flowers bouquets are exactly alike. It's like home decorator's dream come true. So many flowers, they won't know where to start! It's the largest assortment of four different flower varieties available at a wholesale price. Vase not included.

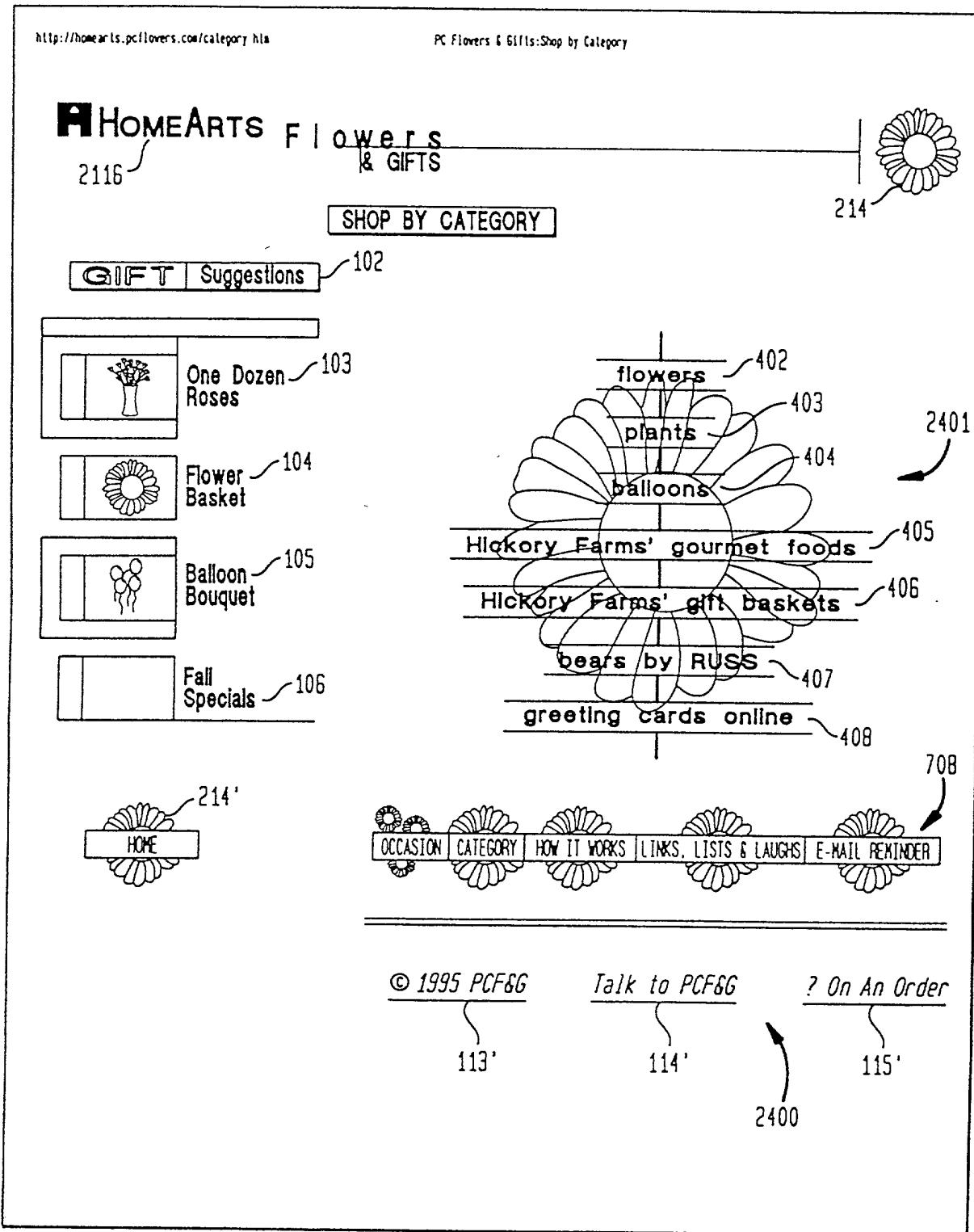
Delivery: 2nd Day FedEx From: Flowers Direct from the Grower

FLOWERS DIRECT FROM GROWER 307 2300

304 302 305 306 302

30/39

FIG. 24



31/39

FIG. 25

http://homearts.pcflowers.com/vendor03/balloons.htm

PC Flowers & Gifts Balloons

HOMEARTS Flowers & GIFTS

2116

214

SHOP BY CATEGORY

Balloons

12 Latex Balloons \$19.95

Balloon bouquets make any festive occasion a celebration!

Choose latex balloons in a rainbow of colors for bouquets that last several hours.

Delivery:FTD Select Florist From:FTD

Some Suggested Occasions Include:

BIRTHDAY ANNIVERSARY GET WELL ROMANTIC LOVE

THINKING OF YOU

504

501

3 Mylar & 6 Latex Balloons \$24.95

Balloon bouquets make any festive occasion a celebration!

Choose latex balloons in a rainbow of colors that last several hours and shimmery printed mylar balloons that last a few weeks.

Mylar Balloon Choices:Baby Boy, Baby Girl, Congratulations, Get Well, Happy Birthday, Happy Anniversary, I Love You, Thank You, Thinking of You

Delivery:FTD Select Florist From:FTD

Some Suggested Occasions Include:

GET WELL BABY ROMANTIC LOVE THANK YOU THINKING OF YOU

BUSINESS

505

502

8 Mylar Balloons \$29.95

Balloon bouquets make any festive occasion a celebration!

Choose shimmery printed mylar balloons for bouquets that last a few weeks.

Mylar Balloon Choices:Baby Boy, Baby Girl, Congratulations, Get Well, Happy Birthday, Happy Anniversary, I Love You, Thank You, Thinking of You

Delivery:FTD Select Florist From:FTD

Some Suggested Occasions Include:

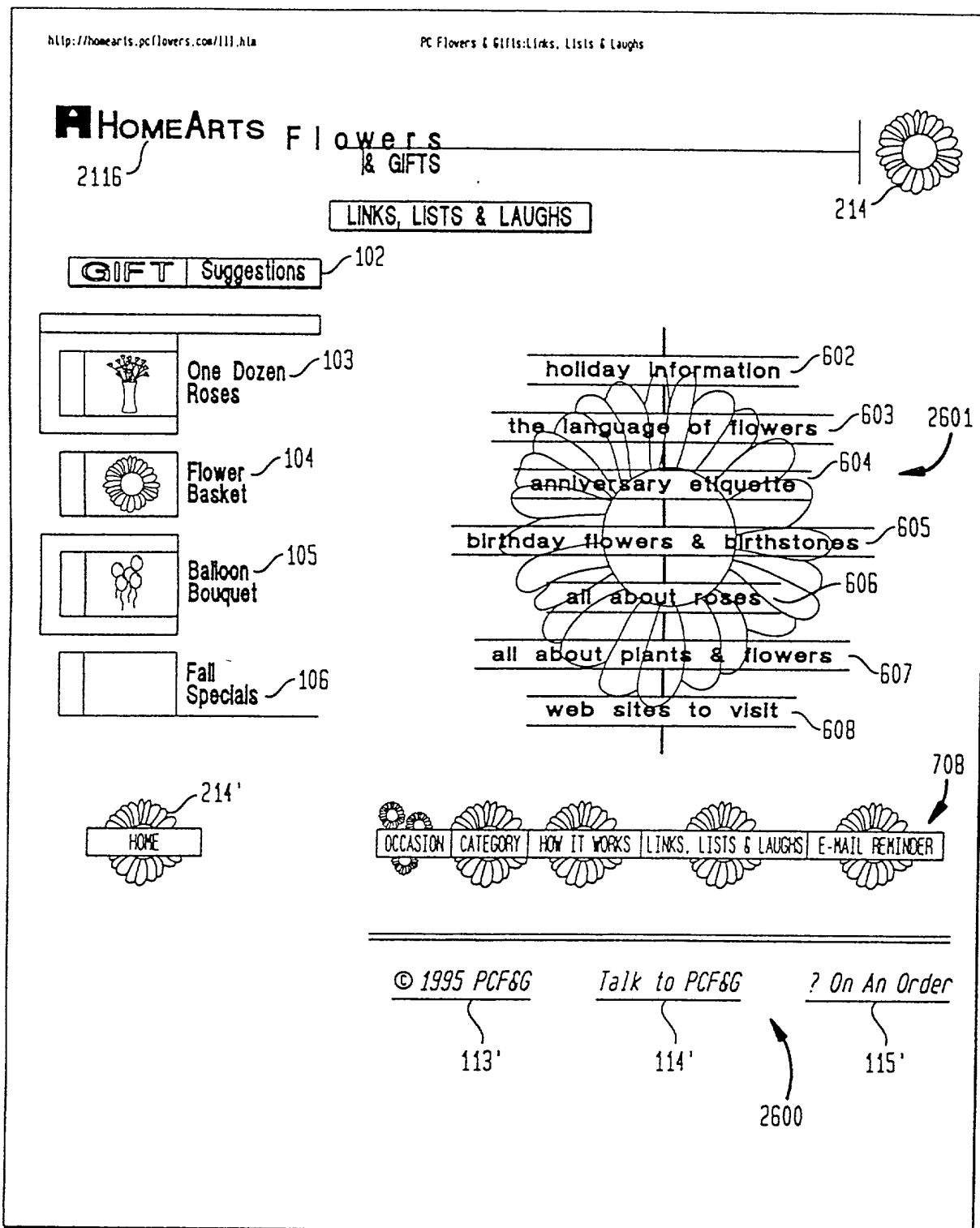
BIRTHDAY ANNIVERSARY GET WELL ROMANTIC LOVE BUSINESS

506

503

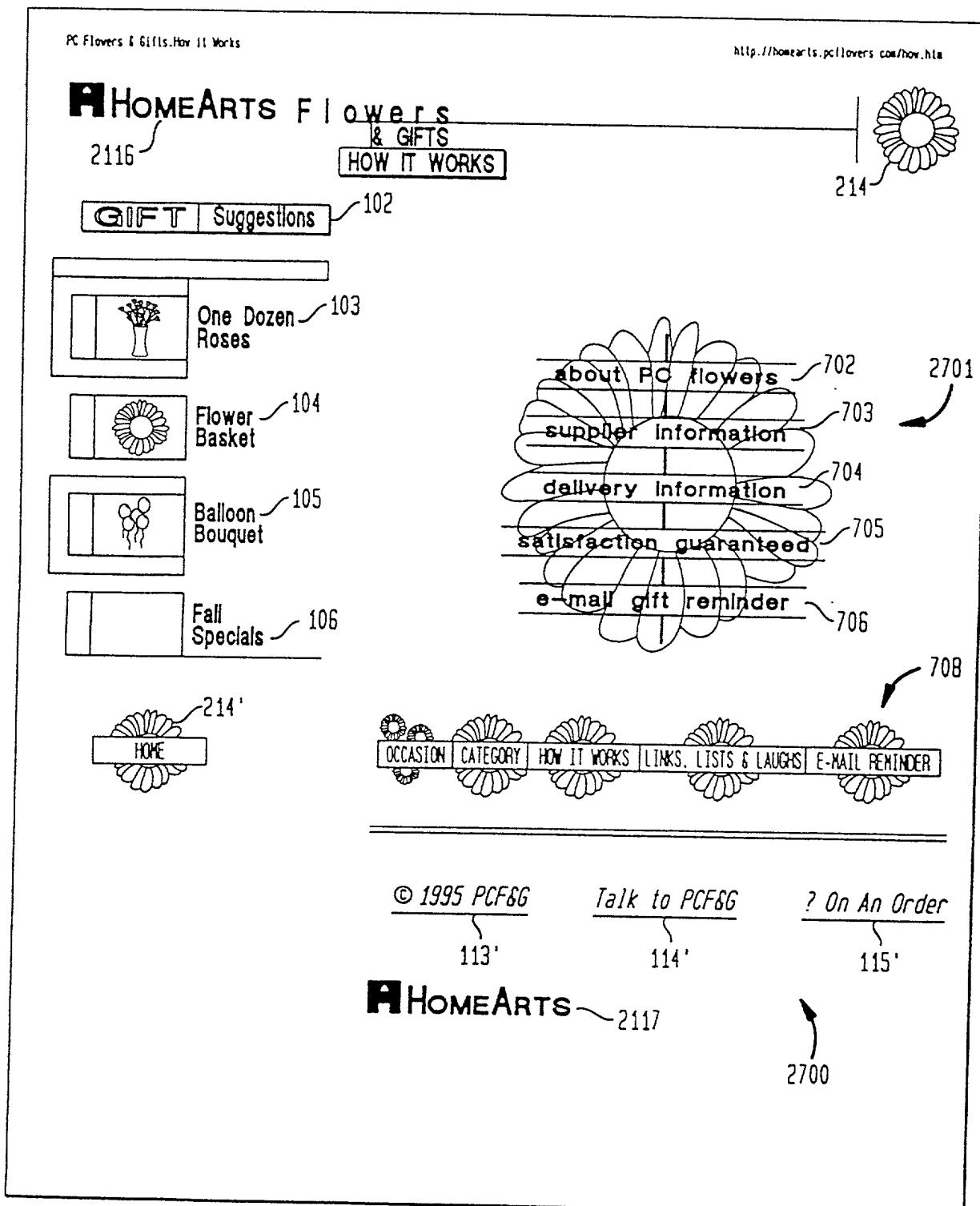
2500

FIG. 26



33/39

FIG. 27



34/39

FIG. 28

http://homearts.pcfowers.com/hov.htm_email.htm PC Flowers & Gifts:About PC Flowers

HOMEARTS Flowers & GIFTS

2116

HOW IT WORKS

214

E-Mail Holiday Reminder

Never miss an important occasion again! With our E-Mail Reminder Service, we'll remember for you. Just choose an occasion from the list or enter your own. Our E-Mail will give you plenty of time to pick out just the right gift.

Holiday

Customized Event

Feb 14 Valentine's Day

Apr 24 Secretaries' Day

May 12 Mother's Day

May 27 Memorial Day

801

Custom Event

Month/Day /

EMail Address

Submit Reset

HOME OCCASION CATEGORY HOW IT WORKS LINKS, LISTS & LAUGHS E-MAIL REMINDER

© 1995 PCF&G 113' 114' 115'

Talk to PCF&G ? On An Order

2117

2800

HOMEARTS

35/39

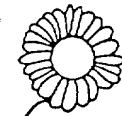
FIG. 29A

PC Flowers & Gifts: Item Information

<http://homearts.pcflovers.com/vendor03/PR12.htm>



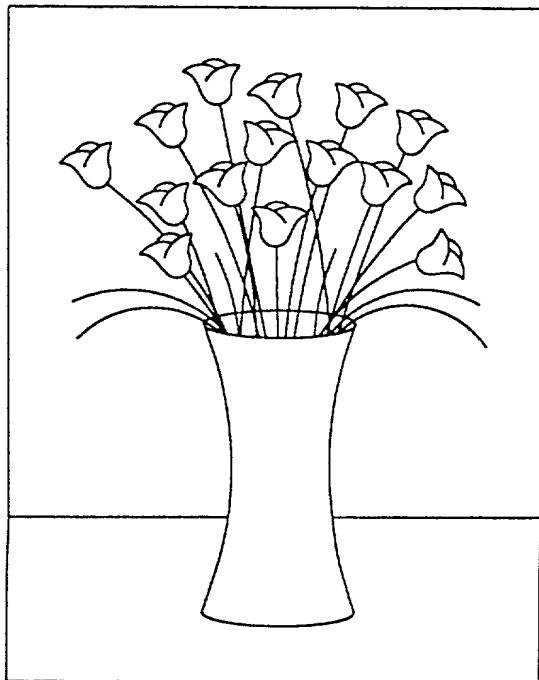
2116



214

ITEM INFORMATION

Royal Velvet Roses



\$34.95-\$74.95

If, as the poem suggests, your love 'is like a red, red Rose,' only one flower will do: Royal Velvet. These are the big bright velvety red, cultivated Roses that open quickly to full bloom, then stay fresh longer than others. They're especially welcome when the wind blows cold, because they have the magical ability to brighten a mood and turn everything 'rosy.' Petals are flawlessly shaped, and your assortment is matched by hand. Stems are super long. Royal Velvet Roses are always in perfect taste, always correct, always delightful. Includes Twelve Long Stem Roses.

Delivery: 2nd Day FedEx

From: Nature's Blooms

Choose Vase:

No Vase: (\$34.95):

PLACE ORDER \$34.95

901

Crystal Mikasa Vase (\$74.95):

PLACE ORDER \$74.95

902

FLOWERS

DIRECT FROM GROWER

BIRTHDAY

ANNIVERSARY

ROMANTIC LOVE

CONGRATULATIONS

THINKING OF YOU

2900

708



214



36/39

FIG. 29B

PC Flowers & Gifts:Item Information

<http://homearts.pclovers.com/vendor03/PR12.xls>

© 1995 PCF&G

113'

Talk to PCF&G

114'

? On An Order

115'

 HOMEARTS ~ 2117

37/39

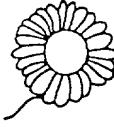
FIG. 30

https://www.pcflowers.com/cgi-bin/order_gen.cgi?12423-36646/vendor03/

PC Flowers & Gifts: Order Form

HOMEARTS Flowers & GIFTS

2116 214



Order Form

Personalization

Receiver's Name

Personalization Text

Closing

Sender's Name

Receiver Information

Name

Address1

Address2

City State Zip

Daytime Phone

Sender Information

Name

Address1

Address2

City State Zip

Daytime Phone

It is imperative that we receive your E-mail address in order to guarantee the successful processing of your order.

E-mail Address

Delivery Information

Delivery Date / / (Month/Day/Year)

Special Instructions

Credit Card Information

MasterCard Visa American Express Discover

Cardholder's Name

Card Number

Expiration Date / (Month/Year)



Place The Order

3000

FIG. 31

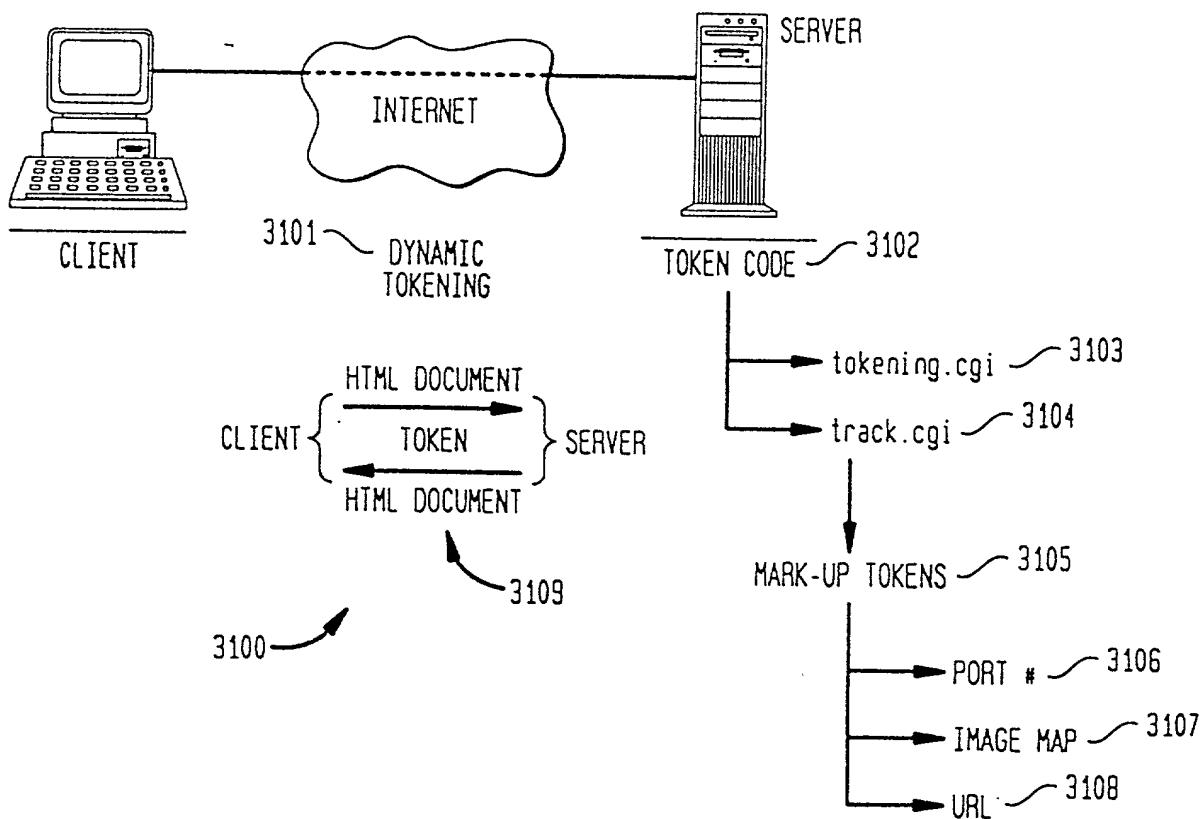


FIG. 32

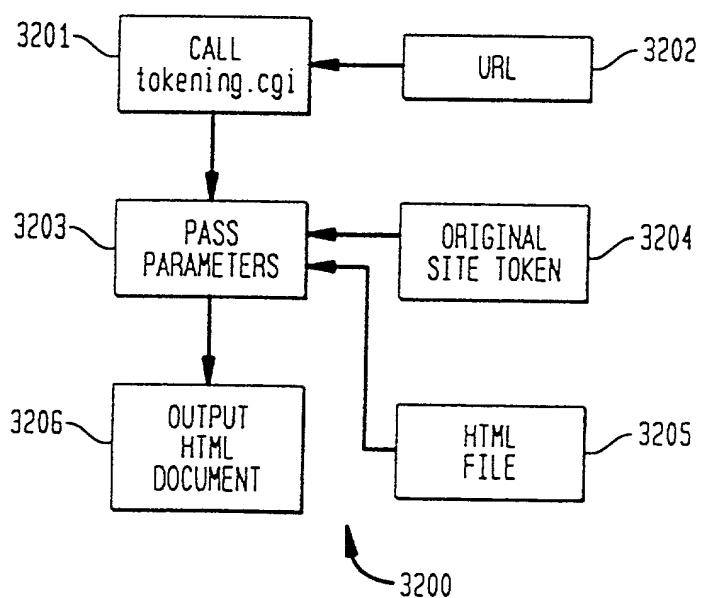


FIG. 33

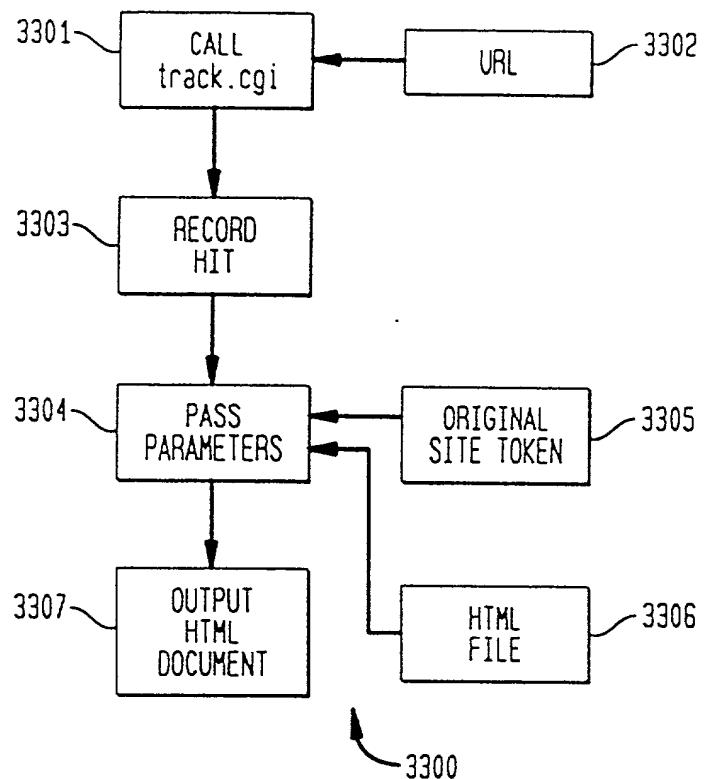


FIG. 34

